

Vermont Council on Rural Development
Work Plan Sample Component:
***Building a Strategic Plan to Advance
Vermont's "Creative Economy"***
Paul Costello, Executive Director



Core Description I

Problem Statement

✓ Efforts to advance the "Vermont Brand" and expand cultural tourism are uncoordinated, under-appreciated and inconsistently funded.

✓ Need strategy to support "Creative Economy" entrepreneurs.

Goal

✓ Build viable community development partnerships to promote "Creative Economy" in Vermont.



Core Description II

Relevance to 2002 RIA

- ✓ Duty #A: Building a common cultural platform for community development.
- ✓ Duty #B: Reviewing and seeking remedies to current tourism and entrepreneurship policies.
- ✓ Duty #C: Exploring for opportunities to coordinate and collaborate in designing and managing new programs.



Stakeholders to be Engaged

(Partial Listing)

- **Vermont Arts Council**
- **Housing Vermont**
- **Woodstock Foundation - Billings Farm&Museum**
- **Preservation Trust of Vermont**
- **Vermont Legislature**
- **Vermont Human Resources Investment Council**
- **Vermont Humanities Council**
- **Vermont Historical Society**
- **New England Creative Economy Council**
- **Vermont Department of Historical Preservation**
- **Vermont Congressional Delegation**
- **Middlebury College**
- **Smart Communications**
- **Danforth Pewterers**
- **Kimball Sherman and Ellis**
- **Rockingham Arts and Museum Project**
- **The Hartland Group**



Potential Action for NRDCC

- ✓ NRDCC can help enhance Vermont's "Creative Economy" Model and replicate it in other states.



2 major Anticipated Outcomes

Outcomes

- ▶ Arts and cultural organizations work in concert to promote rural development.
- ▶ Informed policies are in place to advance "Creative Economy."

Performance Measures

- ▶ A statewide system of collaboration between and among cultural organization is established.
- ▶ Action steps as recommended by the VCCI Final Report are accepted by stakeholders for implementation.



One Major Output to Achieve Outcome

Vermont Council on Culture and Innovation (VCCI) Final Report and Action Plan



4 Sets of Activities to Produce Output

(1) Manage VCCI meetings and agendas.

(2) Gather information on current situation.

- ▶ Regional forums
- ▶ Conduct policy research
- ▶ Undertake audits of inter-organizational relationships

(3) Develop and produce policy report based on analysis of information gathered.

- ▶ Conduct leadership focus group discussions
- ▶ Develop vision and action plans based on analysis of focus group findings
- ▶ Seek funding to underwrite total project cost (\$45,000)

(4) Using strategic venues, disseminate policy report findings to:

- ▶ Arts and cultural organizations, as well as public at large
- ▶ Office of the Governor, Executive departments and the Legislature

